



**SCHEDULE TITLE: ADVERTISING & INTEGRATED
MARKETING SERVICES**

CONTRACT NO: GS-23F-0223S

SIN: 541-1 & 541-4C

CONTRACT PERIOD: JULY 18, 2011 THROUGH JULY 17,
2016 WITH 2 FIVE-YEAR OPTION PERIODS (6/18/2016 -
6/17/2026)

WOODPILE STUDIOS, INC.
ATTN: JEAN BUTTECALI
2610 BABCOCK ROAD
VIENNA, VA 22181
703.242.1281 (P)
703.242.1283 (F)
WWW.WOODPILESTUDIOS.COM

CONTRACT ADMINISTRATOR
JEAN BUTTECALI
2610 BABCOCK ROAD
VIENNA, VA 22181
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JEAN@WOODPILESTUDIOS.COM

BUSINESS SIZE: SMALL, WOMAN-OWNED

CUSTOMER INFORMATION PAGE

- 1a. SIN 541-1, Advertising Services
SIN 541-4C, Exhibition Design & Implementation

1b. Task-based Pricing

FOR SPECIAL ITEM NUMBER 541-1, ADVERTISING SERVICES

Task	Price
Advertising Services To include labor expenses associated with planning and implementing Advertising Services, such as direct mail, media planning, public education and broadcast media.	\$6,400

FOR SPECIAL ITEM NUMBER 541-4C, EXHIBIT DESIGN & IMPLEMENTATION SERVICES

Task	Price
Exhibit Design & Implementation Services To include labor expenses associated with Exhibit Design and Implementation Services, such as exhibits in various venues, and conceptualizing, designing and producing exhibits.	\$20,970

2. Maximum Order: \$10,000,000

3. Minimum Order: \$100

4. Geographic Coverage: United States and U.S. Territories

5. Point of Production: Vienna, VA 22181

6. Discount from list prices or statement of net prices:

Contract valued \$500,000 - \$750,000 = 1% discount
Contract valued \$750,001 - \$1,000,000 = 2% discount
Contract valued over \$1,000,000 = 3% discount

7. Quantity Discounts: N/A

8. Prompt Payment terms: N/A

9a. Notification whether Government Purchase Cards are accepted at or below the micro-purchase threshold. Yes

9b. Notification whether Government Purchase Cards are accepted or not accepted above the micro-purchase threshold. Yes

10. Foreign Items: N/A

11a. Time of Delivery: To be negotiated at the task order level

11b. Expedited Delivery: N/A

11c. Overnight and 2-Day Delivery: Both are available

11d. Urgent Requirements: May be negotiated at the task order level

12. F.O.B. Point(s): Destination

13a. Ordering Address(es): 2610 Babcock Road, Vienna, VA 22181

13b. Ordering Procedures: To be determined by ordering agency

14. Payment Address(es): 2610 Babcock Road, Vienna, VA 22181

15. Warranty Provision: N/A

16. Export Packaging Charges: N/A

17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the micro-purchase level): N/A

18. Terms and Conditions of rental, maintenance and repair: N/A



19. Terms and Conditions of installation: N/A
20. Terms and Conditions of repair parts: N/A
- 20a. Terms and Conditions for any other services: N/A
21. List of services and distribution points: N/A
22. List of participating dealers: N/A
23. Preventative maintenance: N/A
- 24a. Special attributes such as environmental attributes: N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found: N/A
25. Data Universal Number System (DUNS) number: 05-935-7710
26. Notification regarding registration in Central Contract Registration (CCR) database: Registered: 8/24/2001; Updated Annually

COMMERCIAL ITEMS WITHOUT ESTABLISHED CATALOG PRICES

Woodpile Studios proposes pricing with no established catalog price list, internal business memorandum, pricing guide or rate card. Most often, Woodpile Studios provides graphic design services on a firm-fixed price basis; however hourly rates are listed below in the event that we engage in a time and materials contract.

SIN 541-1: ADVERTISING SERVICES

Skill/Task Category	7/11-7/12	7/12-7/13	7/13-7/14	7/14-7/15	7/15-7/16
Meetings / Consultations, Principle:	\$136.99/hr	\$ 141.10/hr	\$145.33/hr	\$149.69/hr	\$154.18/hr
Meetings / Consultations, Staff:	\$101.97/hr	\$105.03/hr	\$108.18/hr	\$111.43/hr	\$114.77/hr
Administration / Management:	\$65.92/hr	\$67.90/hr	\$69.94/hr	\$72.04/hr	\$74.20/hr
Design / Creative, Principle:	\$170.98/hr	\$ 176.11/hr	\$181.39/hr	\$186.83/hr	\$192.43/hr
Design / Creative, Senior Designer:	\$101.97/hr	\$105.06/hr	\$108.18/hr	\$111.43/hr	\$114.77/hr
Copywriting:	\$115.36/hr	\$118.82/hr	\$122.38/hr	\$126.05/hr	\$129.83/hr
Client-initiated alterations:	\$101.97/hr	\$105.06/hr	\$108.18/hr	\$111.43/hr	\$114.77/hr

SIN 541-4C: EXHIBIT DESIGN & IMPLEMENTATION SERVICES

Skill/Task Category	7/11-7/12	7/12-7/13	7/13-7/14	7/14-7/15	7/15-7/16
Meetings / Consultations, Principle:	\$136.99/hr	\$ 141.10/hr	\$145.33/hr	\$149.69/hr	\$154.18/hr
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Since its inception on December of 1997, Woodpile Studios has amassed an extensive client list, including AOL, HP, Dell, NASA, Department of Veterans Affairs, The Australian Embassy, Chevy Chase Bank, FEMA, George Washington University, American University, George Mason University, The Heritage Foundation, National Head Start Association, Ocean Conservancy, The Nature Conservancy, The Recording Academy, Ritz Carlton, Southern Maryland Hospital and International Gourmet Foods, to name just a select few. For these clients, we have developed numerous Corporate Identities and related materials, Annual Reports, Trade Show Booths, Marketing Communications Brochures, Direct Mail Campaigns and Web Sites. We have been very successful in building a reputation for providing high-quality graphic design at reasonable rates, while always providing the highest degree of client satisfaction.

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